

**SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR
AUTOMATIC NAVIGATION UTILIZING A SUPPLY CHAIN MANAGEMENT
INTERFACE**

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ABSTRACT

A system, method and computer program product are disclosed for navigating a user in a network-based supply chain management interface. A plurality of stores, distributors and suppliers of a supply chain are registered utilizing the Internet. Each of the stores, distributors and suppliers is assigned an identifier. When a request (which includes an identifier) is received from a user for access to a database utilizing a first web-page, the user is identified as a store, distributor and/or supplier using the identifier. A second web-page is displayed if the user is identified as a store. A third web-page is displayed if the user is identified as a distributor. A fourth web-page is displayed if the user is identified as a supplier.